



Town of Lexington **Tourism Committee**

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

AGENDA

Thursday January 21, 2016 at 4 – 5:30 pm
Parker Room (lower level Town Office Building)

Members: Kerry Brandin, Margaret Coppe, Bebe Fallick, Trisha Kennealy, Dawn McKenna, Wim Nijenberg, Leeying Wu

Staff: Masha Traber Economic Development Coordinator: Megan Zammuto

Economic Development Officer: Melisa Tintocalis

Center Committee Liaison: Fred Johnson

Selectmen Liaison: Peter Kelley

1) Center Streetscape/Traffic lights Battle Road Corridor Formal Position

2) Visitors Center

3) Toursim Committee Operations

- a) Staff update
- b) Transition Update
- c) Storage

4) Liberty Ride/Battle Green Guide Operations

- a) Charter Rates
- b) Brochure changes
- c) Tour Services Facilitator

5) Events

- a) Voyage en Francophonie
- b) Revolutionary Revelry

6) Joint Tourism Training – March 31st

7) Marketing, brochure and website

- a) AAA Conference – giveaways, materials
- b) Misc. opportunities

8) Updates & Miscellaneous

- a) Visitor Center

9) Other unforeseen items that must be addressed prior to next meeting

Next Meeting: *February 11 ~ February 25 ~ March 10 ~ March 24*

All agenda items may be taken up in a different order and are subject to change in compliance with State law.